

a storage device that associates object information related to a shape and location of the virtual object with service information specifying a service content, and that stores the object and service information; and

a location-information acquisition device that obtains location information used for identifying a location of the mobile member,

wherein, when it is determined according to the location information obtained by the location-information acquisition device and the object information stored in the storage device that the mobile member is disposed in an inside area of the virtual object identified by the shape and location of the virtual object, service corresponding to the virtual object is provided according to the service information stored in the storage device.

2. (Amended) A service providing system according to Claim 1, the mobile member and a management terminal that manages the virtual object being connected in a communication-allowed manner;

the mobile member includes the location-information acquisition device, and sends the location information obtained by the location-information acquisition device to the management terminal; and

the management terminal having the storage device, and when the management terminal receives the location information, the management terminal determines, according to the received location information and the object information stored in the storage device, whether the mobile member is disposed in the inside area of the virtual object identified by the shape and location of the virtual object.

3. (Amended) A service providing system according to Claim 1, the mobile member and a management terminal that manages the virtual object being connected in a communication-allowed manner;

the management terminal includes the storage device, and sends the object information stored in the storage device to the mobile member; and

the mobile member includes the location-information acquisition device, and when the mobile member receives the object information, the mobile member determines, according to the location information obtained by the location-information acquisition device and the received object information, whether the mobile member is disposed in the inside area of the virtual object identified by the shape and location of the virtual object.

4. (Twice Amended) A service providing system according to Claim 2, wherein, when the result of the determination indicates that the mobile member is disposed in the inside area of the virtual object identified by the shape and location of the virtual object, the management terminal provides service corresponding to the virtual object based on the service information stored in the storage device.

5. (Twice Amended) A service providing system according to Claim 2, the management terminal sending the service information stored in the storage device to the mobile member, and

when the result of the determination indicates that the mobile member is disposed in the inside area of the virtual object identified by the shape and location of the virtual object, the mobile member provides service corresponding to the virtual object based on the received service information.

6. (Twice Amended) A service providing system according to Claim 2, the management terminal further comprising:

an input device that performs an input related to at least one of generation, deletion, and update of the object information; and

an object-information processing device that generates, deletes or updates the object information according to the content of the input performed by the input device.

7. (Twice Amended) A service providing system according to Claim 1,
the service information being operation information specifying a content of an
operation of the mobile member or another apparatus, and
when it is determined that the mobile member is disposed in the inside area of
the virtual object identified by the shape and location of the virtual object, the mobile
member or the another apparatus is operated based on the operation information
corresponding to the virtual object stored in the storage device.

8. (Twice Amended) A service providing system according to Claim 1,
the service information specifying a content of service in which media
information related to at least one of characters, images, and video is provided for the mobile
member, and

when it is determined that the mobile member is disposed in the inside area of
the virtual object identified by the shape and location of the virtual object, the media
information is provided for the mobile member based on the service information
corresponding to the virtual object, stored in the storage device.

9. (Twice Amended) A service providing system according to Claim 1,
the service information specifying a content of service in which notice
information related to at least one of a notice and guidance information related to a guidance
is provided for the mobile member, and

when it is determined that the mobile member is disposed in the inside area of
the virtual object identified by the shape and location of the virtual object, the notice
information and the guidance information are provided for the mobile member based on the
service information corresponding to the virtual object, stored in the storage device.

10. (Twice Amended) A service providing system according to Claim 1, the
mobile member being a portable terminal.

11. (Amended) A service providing system for associating service with a virtual object, for disposing the virtual object in a virtual space associated with an actual space, and for providing service corresponding to the virtual object based on a positional relationship between a movable mobile member and the virtual object, comprising:

a storage device that associates object information related to the virtual object with operation information specifying a content of an operation of the mobile member or another apparatus, and that stores the object information and the operation information,

wherein, when it is determined, according to the object information stored in the storage device, that the positional relationship between the mobile member and the virtual object satisfies a predetermined condition, the mobile member or the another apparatus is operated based on the operation information corresponding to the virtual object stored in the storage device.

12. (Amended) A service providing system for associating service with a virtual object, for disposing the virtual object in a virtual space associated with an actual space, and for providing service corresponding to the virtual object according to a positional relationship between a movable mobile member and the virtual object, comprising:

a storage device that associates object information related to the virtual object with service information specifying the content of service, and that stores the object and service information,

wherein, when it is determined according to the object information stored in the storage device that the positional relationship between the mobile member and the virtual object satisfies a predetermined condition, the service corresponding to the virtual object is provided based on the service information stored in the storage device; and

further comprising an input device that performs an input related to at least one of generation, deletion, and update of the object information; and

an object-information processing device that generates, deletes, or updates the object information according to the content of the input performed by the input device.

13. (Amended) A terminal connected to the mobile member used in a service providing system according to Claim 2 in a communication-allowed manner, comprising a storage device,

wherein, when the terminal receives the location information, the terminal determines, according to the received location information and the object information stored in the storage device, whether the mobile member is disposed in the inside area of the virtual object identified by the shape and location of the virtual object.

14. (Amended) A mobile member connected to the management terminal used in a service providing system according to Claim 3 in a communication-allowed manner, comprising a location-information acquisition device,

wherein, when the mobile member receives the object information, the mobile member determines, according to the location information obtained by the location-information acquisition device and the received object information, whether the mobile member is disposed in the inside area of the virtual object identified by the shape and location of the virtual object.

15. (Amended) A service providing program for associating service with a virtual object, for disposing the virtual object in a virtual space associated with an actual space, and for providing service corresponding to the virtual object according to a positional relationship between a movable mobile member and the virtual object,

the program making a computer, which is capable of using a storage device that associates and stores object information related to the shape and location of the virtual object with service information specifying a service content, and a location-information acquisition device that obtains location information used for identifying the location of the

mobile member, execute processing in which, when it is determined according to the location information obtained by the location-information acquisition device and the object information stored in the storage device that the mobile member is disposed in the inside area of the virtual object identified by the shape and location of the virtual object, service corresponding to the virtual object is provided based on the service information stored in the storage device.

16. (Amended) A service providing program for associating service with a virtual object, for disposing the virtual object in a virtual space associated with an actual space, and for providing service corresponding to the virtual object according to a positional relationship between a movable mobile member and the virtual object,

the program making a computer, which is capable of using a storage device that associates and stores object information related to the virtual object with operation information specifying a content of an operation of the mobile member or another apparatus, execute processing in which, when it is determined according to the object information stored in the storage device that the positional relationship between the mobile member and the virtual object satisfies a predetermined condition, the mobile member or the another apparatus is operated based on the operation information corresponding to the virtual object stored in the storage device.

17. (Amended) A service providing program for associating service with a virtual object, for disposing the virtual object in a virtual space associated with an actual space, and for providing service corresponding to the virtual object according to a positional relationship between a movable mobile member and the virtual object,

the program making a computer, which is capable of using a storage device that associates and stores object information related to the virtual object with service information specifying the content of service, execute:

processing in which, when it is determined according to the object information stored in the storage device that the positional relationship between the mobile member and the virtual object satisfies a predetermined condition, the service corresponding to the virtual object is provided based on the service information stored in the storage device, and

processing implemented as an input device that performs an input related to at least one of generation, deletion, and update of the object information, and object-information processing device that generates, deletes, or updates the object information according to a content of the input performed by the input device.

18. (Amended) A service providing method for associating service with a virtual object, for disposing the virtual object in a virtual space associated with an actual space, and for providing service corresponding to the virtual object based on a positional relationship between a movable mobile member and the virtual object, comprising:

associating and storing object information related to the shape and location of the virtual object with service information specifying a service content; and

obtaining location information used for identifying the location of the mobile member; and

when it is determined, according to the obtained location information and the stored object information, that the mobile member is disposed in the inside area of the virtual object identified by the shape and location of the virtual object, providing service corresponding to the virtual object according to the stored service information.

19. (Amended) A service providing method for associating service with a virtual object, for disposing the virtual object in a virtual space associated with an actual space, and for providing service corresponding to the virtual object according to a positional relationship between a movable mobile member and the virtual object, comprising: